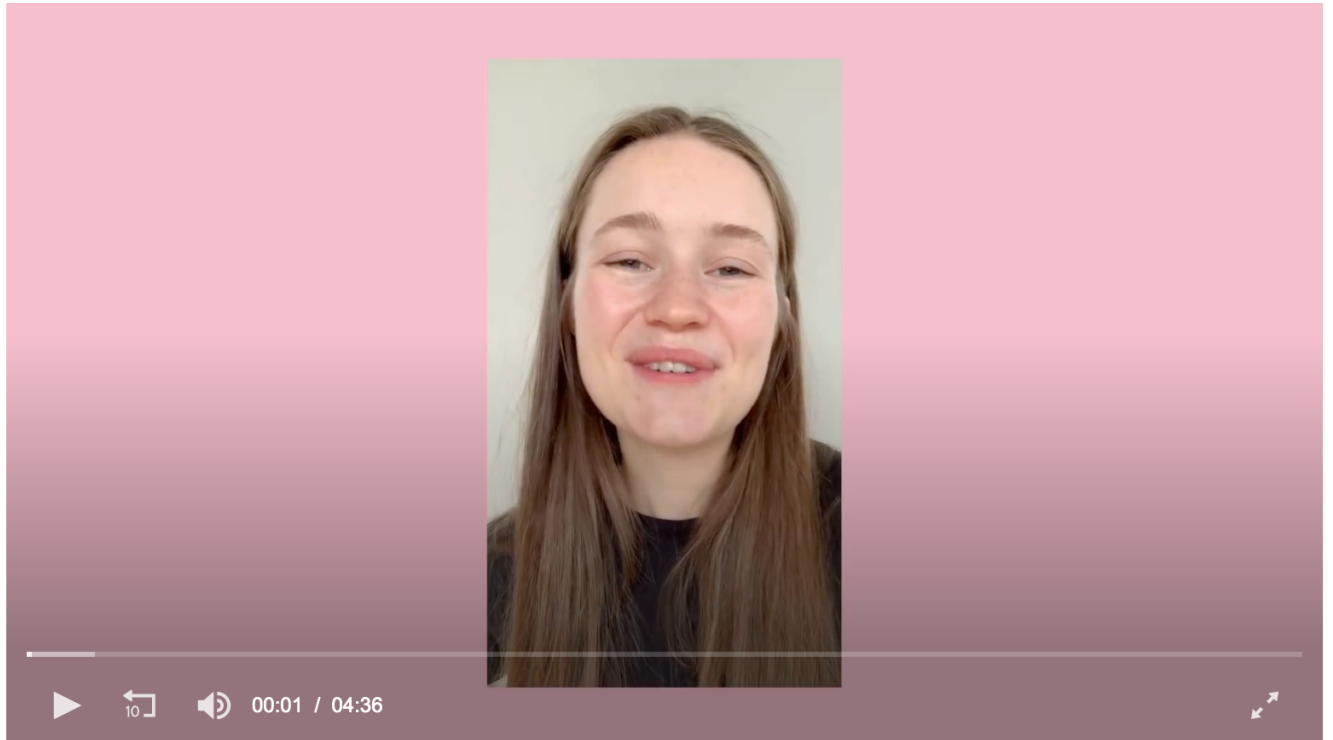


11 July 2019

# Mine Right Now

by Syd Briscoe



## Sigrid: "Mine Right Now" - 4 mins 34s

Anyone who's had a shoot lurch from one disaster to the next will admire the resourcefulness on display in this promo for Sigrid's 'Mine Right Now'. The Scandi pop sensation opens the video by explaining that she couldn't make it to the shoot due to travel issues... so director Max Siedentopf stepped in.

In the vein of other entertaining shoot-gone-wrong promos such as Young Thug's '[Wyclef Jean](#)', Siedentopf doesn't attempt to downplay the problems on set. Though even with the director doing his very best to mime along and get shots in the can, the likes of a downed drone conspire to make things as difficult as possible.

Despite these obstacles, the final film ends up being all the more engaging for its 'flaws'. Sigrid herself appears at various points via FaceTime, although the director gamely flailing his way through various scenes is the real star of the show.



**Commissioner:** Laura Clayton  
**Film Production:** Riff Raff Films <sup>®</sup> <sup>™</sup>  
**Director:** Max Siedentopf  
**Producer:** Kate Brady  
**Executive Producer:** Natalie Arnett  
**Cinematographer:** Cezary Zacharewicz  
**Production Designer:** Oian Arteta  
**Wardrobe:** Taff Williamson  
**Make-Up:** Gabriella Floyd  
**Editor:** Paul O'Reilly <sup>™</sup> @ Stitch <sup>®</sup> <sup>™</sup>  
**Colourist:** Simon Bourne @ Framestore <sup>®</sup> <sup>™</sup>  
**Sound Designer:** Josh Campbell @ Factory <sup>®</sup> <sup>™</sup>

